

WXIX

**ORDER**Flight Dates **07/27/12-08/16/12**Contract / Revision **800700 / RNC-OH**Original Date / Revision  
07/26/12 08/01/12Advertiser **Republican National Commi**

Product

RNC-OH

Agency Com 15%

Billing Contact

815 Slater Lane  
Alexandria, VA 22314Agency **National Media Planning & F**

Buying Contact

815 Slater Lane  
Alexandria, VA 22314

Sales Office T-DC

Sales Region National

Agency Ref

Order Sep 00:00:00

Estimate # **2892**Alt Order # **06254204**

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes Agency Political Pol-Issue

Product Codes PL20

Priority P 1

Advertiser Ref

Primary Account Executive  
Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	1	\$212.50	\$250.00	1.80	06/25/12	07/29/12	1	\$212.50	\$250.00
August 2012	25	\$10,157.50	\$11,950.00	56.80	07/30/12	08/10/12	25	\$10,157.50	\$11,950.00
<b>Totals</b>	<b>26</b>	<b>\$10,370.00</b>	<b>\$12,200.00</b>	<b>58.60</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	07/27/12	08/09/12	NATE BERKUS 10A NATE BERKUS 10A	Comm	10-11A	MTWTF--	:30	2	\$100.00	P 3	0.60	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/27/12	08/02/12	MTWTF--		2			\$100.00			0.60			
		Week: 08/03/12	08/09/12	MTWTF--		2			\$100.00			0.60			
E 2	WXIX	07/27/12	08/09/12	News @ 7a News @ 7am	Comm	7-730A (7:00 AM-7:30 AM)	MTWTF--	:30	2	\$600.00	P 1	3.10	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 07/27/12	08/02/12	MTWTF--		2			\$600.00			3.10			
		Week: 08/03/12	08/09/12	MTWTF--		2			\$600.00			3.10			
E 3	WXIX	07/27/12	08/09/12	News @ 7a News @ 7am	Comm	730-8A (7:30 AM-8:00 AM)	MTWTF--	:30	2	\$600.00	P 1	3.20	NM	4	\$2,400.00



Contract / Revision **800700** Flight Dates **07/27/12-08/16/12**

Hiatus Dates

Original Date / Revision 07/26/12/ 08/01/12

Order Sep 00:00:00

Advertiser **Republican National Commr** Product **RNC-OH**

Estimate # **2892**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WXIX	07/27/12	08/09/12	News @ 7a News @ 7am	Comm	730-8A (7:30 AM-8:00 AM)	MTWTF--	:30	2	\$600.00	P 1	3.20	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/27/12	08/02/12	MTWTF--					2	\$600.00		3.20			
	Week:	08/03/12	08/09/12	MTWTF--					2	\$600.00		3.20			
E 4	WXIX	07/27/12	08/09/12	News @ 7a News @ 7am	Comm	8-830A (8:00 AM-8:30 AM)	MTWTF--	:30	1	\$600.00	P 1	2.60	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/27/12	08/02/12	MTWTF--					1	\$600.00		2.60			
	Week:	08/03/12	08/09/12	MTWTF--					1	\$600.00		2.60			
E 5	WXIX	07/27/12	08/09/12	News @ 7a News @ 7am	Comm	830-9A (8:30 AM-9:00 AM)	MTWTF--	:30	1	\$600.00	P 1	3.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/27/12	08/02/12	MTWTF--					1	\$600.00		3.00			
	Week:	08/03/12	08/09/12	MTWTF--					1	\$600.00		3.00			
E 6	WXIX	07/27/12	08/09/12	News @ 9a NEWS @ 9A	Comm	9-930A (9:00 AM-9:30 AM)	MTWTF--	:30	2	\$500.00	P 1	2.70	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/27/12	08/02/12	MTWTF--					2	\$500.00		2.70			
	Week:	08/03/12	08/09/12	MTWTF--					4	\$500.00		2.70			
E 7	WXIX	07/27/12	08/05/12	Cincinnati 1130P Sun Cincinnati 1130P Sun	Comm	1130P-12A	-----1	:30	1	\$250.00	P 3	1.80	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----1					1	\$250.00		1.80			
	Week:	07/30/12	08/05/12	-----1					1	\$250.00		1.80			
E 8	WXIX	08/10/12	08/10/12	News @ 7a News @ 7am	Comm	730-8A (7:30 AM-8:00 AM)	----1--	:30	1	\$600.00	P 1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	----1--					1	\$600.00		0.00			
E 9	WXIX	08/06/12	08/12/12	News @ 9a NEWS @ 9A	Comm	9-930A (9:00 AM-9:30 AM)	----1--	:30	1	\$500.00	P 1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	08/06/12	08/12/12	----1--					1	\$500.00		0.00			
Totals														26	\$12,200.00